



THE LIFE COACHING COLLEGE

DIPLOMA 

Coach Mastery
Advanced Coach Mastery
Practitioner of NLP
Hypnosis for Coaches
Coach Marketing
Business Building
Personal Mentoring
Live Master Classes
Your Own Website
Community
Support

Course Guide
The Life Coaching College

"Change your life and create a career you love."

thelifecoachingcollege.com.au



WELCOME MESSAGE



Congratulations! By downloading this Course Guide today, you have taken the first step towards becoming a successful life coach.

You might have downloaded our Course Guide because...

- You want to become the very best version of yourself.
- You're passionate about empowering others to reach their goals, personally or professionally.
- You want to build a business that you love, with flexible hours and uncapped earning potential; or
- You want to connect with an incredible community of like-minded and inspirational people.

Whatever the reason, you're in the right place! The Life Coaching College is for people just like you who want to **make a difference, work with people they love and shape their own future.**

And we would love for you to join us.

Glen Murdoch
CEO & Founder at The Life Coaching College





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ABOUT THE LIFE COACHING COLLEGE

Founded by coach, author and entrepreneur, Glen Murdoch, The Life Coaching College is the leading face-to-face training provider of ICF-accredited coaching courses in Australia.

Created to help others learn powerful coaching skills, our college offers a unique blend of in-person and online learning to foster student success. This is to ensure that students receive the practical experience they require to gain the skills and confidence to build their own successful life coaching business.

Since opening our doors in 2011, we have welcomed over 3200+ students into the rewarding career of coaching, with many going on to big things. Some graduates work with CEOs and executive leaders worldwide, while others have built profitable six-figure businesses on their terms. Many have also authored books and lead packed international training sessions.

Our college is also internationally recognized by the gold standard for coaching, the International Coaching Federation (ICF). This means that we have the highest accreditation possible in coach training, and our students are trained to the world standard. In addition, all our trainers are also accredited with either the NLP Association of Australia (NLPAA), the American Board of NLP (ABNLP), or the International Association for Neuro-Linguistic Programming (IANLP).



A MESSAGE FROM GLEN MURDOCH, CEO AND FOUNDER OF THE LIFE COACHING COLLEGE

Looking at my life now, it's fair to say that I have come a long way from my early days! I am a father, a husband and an entrepreneur with many successful businesses in the coaching sector. I am the author of numerous books on coaching, sports psychology, leadership and personal development, and I am an accredited sports psychologist with a Bachelor of Applied Science and a Diploma of Education. I am also, proudly, a Teacher of The Year award winner, with a long history of working with athletes and teams as a performance coach.

But it wasn't always this way. Like a lot of kids in the 70's my early upbringing was pretty tough. Perhaps you know what I mean: a mum and dad who did the best they could with the skills they had, but I struggled for a long time. In my case, Dad was physically abusive, and I struggled with mental health problems, including anorexia, bulimia and depression, for more than 30 years. There were bouts of homelessness, as I lived in my car at one point, and I attempted suicide as a teenager.

For more than three decades, I lived a lie. I held down a job as a teacher, but I was what I would call 'highly functional dysfunctional'. No one knew what my real life was like, and the negative thoughts I would have about myself when I looked in the mirror.

Then something changed: *I was living in England and decided to pursue postgraduate study in sport psychology and was introduced to NLP. It totally changed my life, how I spoke about myself and, as a result, how I saw the world. I worked and worked on my self-talk until it gradually became easier. By my mid-30s, my limiting self-talk had changed. I no longer looked in the mirror and spoke down to the person reflected at me.*

I realised that my thoughts create the world I live in, and it was up to me to shift my thinking from its default negative state to one of opportunity. I also realized that it was not the events in my life that shaped it, it is the way that I react to these events that decide our happiness and success we have. Learning to live life with 100% responsibility was a real game changer.

Since this realisation, I have gone on to achieve many of my goals, including building Australia's biggest Coaching College that has changed the lives of thousands of students. I have had the privilege of watching other people use Coaching, Hypnosis, Positive Psychology and NLP to assist their own lives and those of the clients they work with. I really do believe we are changing the World, one person at a time, and that's an awesome thing.

Glen





WHY STUDY AT THE LIFE COACHING COLLEGE?

At the Life Coaching College, our approach to learning is entirely different from anything else you'll find within the life coaching industry.

In all of our coaching courses, we focus on combining theoretical coaching models with hands-on practical experience to give you the confidence and skills you need to create your own successful coaching business.

We also have the widest range of specialty coaching courses and offer the most face-to-face training for any ICF-accredited life coaching school in Australia (up to 60 days!) to help accelerate your knowledge.

All our trainers are experts in their field and are dedicated to helping you become the very best coach you can be. In every training session, you'll be able to pick the brains of our world-class trainers, build relationships with other soon-to-be coaches and practice coaching with real people and real situations.

In fact, **100% of our students have experienced a life-changing personal transformation during one of their training courses with our trainers.**

We also offer a blended learning experience to help you study around your work and life commitments. Our online training will enable you to study wherever and whenever you like, and some of our face-to-face training takes place over weekends. So, if you're already working part-time or full-time, you don't need to put everything on hold while you study with us.

And because of this, we've helped more than 3200 students graduate as a coach with 100% of our ICF graduates having had at least 75 hours with paying clients.





WHY STUDY AT THE LIFE COACHING COLLEGE?

When you join us at The Life Coaching College you will also:

You Can Experience Coaching as a Coach and as a Client

One of our certified coaches will personally take you through a 12-week coaching program so you can see first-hand how our successful coaching models can help you (and future clients!) achieve change in any area of life.

Gain Access to our Private Facebook Group

Our Facebook Group has over 2000+ life coaches within it, which means you'll be surrounded by an incredible community of like-minded and passionate people. They're there to support your goals, champion your dreams and celebrate your successes.

Interact with Our Experienced Trainers

Jump onto a live group coaching session with one of our certified trainers to gain a variety of personal development, business, marketing and coaching skills.

Partner up with a Coaching Buddy

To help embed your learning and practice your coaching skills, you'll have the chance to team up with another new student to coach one another, provide encouragement and guide each other towards mastery.





OUR TRAINERS

At The Life Coaching College, we've assembled a team of trainers to not only help you become the best version of yourself (and create a career you love!) - but teach you how to help your clients do the same, too.

All our trainers are experts in their fields and also working in today's industry. This means that in every training course, they'll give you real-time and real-life examples from their experiences to best equip you to work in the field of coaching.



Beverly Unitt

Mindset and Motivation Coach & Trainer in NLP (Neuro-Linguistic Programming).



Carolyn Shaw

Leadership Coach & Trainer in Coaching Foundations and Advanced Coaching Techniques.



Dee Jay Jackson

International Speaker and Therapist & Trainer in Conscious Hypnosis, Kids Hypnosis and Public Speaking.



Francinne O'Rourke

Mindset & Personal Mastery Coach and Trainer in Coaching Foundations & Advanced Coaching Techniques.



Glen Murdoch

CEO & Founder of The Life Coaching College & Trainer in Personal Development, Peak Performance, and Positive Psychology.



Jim Cocks

High Performance Business Coach & Trainer in Coaching Foundations, Advanced Coaching Techniques and Business Building.



Joanne Clark

Business and Leadership Coach & Trainer in NLP, Relationship Coaching and Kids and Parents Coaching.



Jo Jo Jackson

Hypnosis Therapist & Trainer in Conscious Hypnosis, Kids Hypnosis and Public Speaking.



Jo Wise

Business and Leadership Coach & Trainer in Coaching Foundations, Advanced Coaching Techniques, Behavioural Profiling, and Emotional Intelligence.



Sonya Furlong

Transformational Coach & Trainer of NLP and Matrix Therapies.

ABOUT THE COACHING INDUSTRY

Some interesting facts about the coaching profession:



There are **109,000** coaches worldwide and **3100** coaches in Australia.

Coaching in Australia is **Four-Billion-dollar industry**.



83% of coaches work solely as a coach, while **16 per cent** use their coaching skills in leadership or management positions.

The average annual wage for a coach is **\$83,000**,



Coaches with credentials (from the ICF, for example) earn **25%** more than those without credentialed training.



81% of clients expect their coaches to be certified.



The average fee for a one-hour, general coaching session is **\$344**, while the average cost of a 60-minute business or leadership coaching session is **\$355 to \$425**.

Almost a third (**30%**) of coaches specialise in leadership coaching.



A typical coaching engagement lasts between **four and six months**.



The average coach works with an average of **13.8 clients** while working **12.9 hours a week**.

Source: 2022 International Coach Federation (ICF) Global Coaching Study, commissioned by the ICF and undertaken by PWC.



OUR COURSES

At The Life Coaching College, we have a wide variety of coaching courses, depending on how advanced you'd like to take your coaching. Students generally are looking for one or more of the of the following outcomes:

1. Become a professional Coach either full-time or part-time.
2. Add Coaching to a current role.
3. Utilise the learnings from a Coaching course in their own life.

Some of the accredited life coaching courses we offer include:

The Practitioner of Life Coaching

The Practitioner of Life Coaching provides you with the foundations of becoming a successful coach and attracting your first clients. It is ideal for anyone seeking an introduction to coaching with limited time to study or for those wanting to develop their coaching skills for their current career. This course is a great starter course to dip your toe in the water!

The Diploma of Life Coaching

The Diploma of Life Coaching gives you everything you need to establish a sustainable coaching business and be a transformational coach from anywhere in the world. In addition to becoming a certified Life Coach you will also earn the title of NLP Practitioner and Practitioner of Conscious Hypnosis. This course also teaches coaches how to Coach in the areas of Resilience, Strength, Growth, Mindfulness, Goal Achievement and Self-Acceptance.

The Advanced Practitioner in Leadership & Executive Coaching

The Advanced Practitioner in Leadership & Executive Coaching equips you with the knowledge and skills to lead and manage high performing, dynamic organisations. In addition to your Diploma training, this course will cover specialised training in creating High Performing Teams, Leadership Coaching developing Emotional Intelligence (EQ) in groups and Behavioural Profiling (DISC) in the workplace.

The Advanced Practitioner in Kids, Parents & Relationship Coaching

The Advanced Practitioner in Kids, Parents and Relationships Coaching equips you with the knowledge and skills to support all kinds of family units. In addition to your Diploma training, this course will cover effective communication strategies for parents and delve into coaching for children as well as learning how to coach relationships.

The Master Practitioner of Life Coaching

The Master Practitioner of Life Coaching is the course with everything! Mastery level training in NLP and Hypnosis, training on becoming a professional speaker and choice of any or all our popular Niche areas in Leadership, Parents, Kids, and Relationship Coaching.

PRACTITIONER OF COACHING



Delivery Mode:
Blended (Face-to-Face & Online) or online only.



Duration:
6 months (self-paced)

Course Overview

The Practitioner of Coaching is a short course designed to provide you with the foundations of becoming a successful coach and attracting your first clients.

It is ideal for anyone seeking an introduction to coaching with limited time to study or for those wanting to develop their coaching skills for their current career.

With an introduction to personal development and questioning techniques, the Practitioner of Coaching Program will enable you to commence coaching or utilise the skills learnt straight after your first sixteen hours block of learning.

Depending on your preference, you can either choose to undertake the Practitioner of Coaching entirely online or combine a mix of face-to-face and online training.

On Completion

On completion of the Practitioner of Coaching course, you will be ready to help clients within a 1:1 setting change in any area of their life.

Using simple coaching tools, you will be able to open up deep and meaningful dialogues with your clients about:

- How they view and experience different situations
- How they identify what is important to them; and
- How they change their actions to achieve better results

You will also be provided with the framework and confidence to create, package and sell various coaching programs to your clients.



"The main reason I chose to study at The Life Coaching College was because I wanted the proper coaching accreditation, and I wanted the face-to-face learning. I ended up doing the full curriculum and all the learnings have now become personally applicable in unimaginable ways."

– Davy Rowe



The Practitioner of Coaching

Course Structure

The Practitioner course contains both face-to-face and online electives for you to choose from.

Face-to-face Training Electives available in the Practitioner of Coaching course:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Face-to-Face (2 Days)
	ACM00	Advanced Coach Mastery	Face-to-Face (2 Days)

Online Training Electives available in the Practitioner of Coaching course:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Online
	ACM00	Advanced Coach Mastery	Online
	TMC001	Mindset Coaching Program	Online
	ICF001	ICF Series	Online
	TSCM001	Coaching Clients with the 12-Step Coaching Model	Online
	GC001	Group Coaching	Online
	CT001	Coach Talk	Online
	HOC001	The Heart of Coaching	Online
	GWV001	Growing What's Within	Online
	ETF001	ETF In Coaching	Online
Advanced Coaching	TQW001	The Quantum World	Online
	LOF001	Law of Attraction	Online
	SC001	Self-Coaching	Online
NLP	NLP001	Introduction to NLP	Online
Hypnosis	HYP001	Introduction to Hypnosis	Online
Positive Psychology	PP001	Positive Psychology	Online
Business Building & Marketing	CMB001	Coaching & Business Mindset	Online
	BOC001	The Business of Coaching	Online
	GOYB001	Get Off Your Butt and Coach	Online
	BM001	Business Mentoring	Online
	HCMP001	How to Create a Membership Program	Online
	MKT001	Coach Marketing	Online
	CMS001	Coach Marketing Summit	Online
	OMB001	Online Marketing Blueprint	Online

The Diploma of Life Coaching Course



► **Pre-Requisites:**



Delivery Mode:

Blended
(Face-to-Face & Online)



Duration:

Self-paced
(approx. 12 months)

Course Overview

The Diploma of Life Coaching utilizes a combination of face-to-face and online training to teach you everything you need to establish a sustainable coaching business utilizing the four coaching pillars of Life Coaching, NLP, Hypnosis and Positive Psychology.

It is ideal for anyone looking to create their own thriving coaching business while also developing skills to transform their own life.

Recognised by the International Coaching Federation, the Diploma of Life Coaching course creates the pathway to International Accreditation.

On Completion

On completion of the Diploma of Life Coaching, you will be ready to utilise your coaching skills in both employed and self-employed environments. With the confidence to help clients either within a 1:1 or group setting, you will learn how to:

- Master the art of powerful questioning and active listening.
- Facilitate change and create elite outcomes in any area of a client's life through NLP techniques.
- Help a client overcome trauma and past patterns that no longer serve them; and
- Reframe a client's thoughts and feelings into positive change through Conscious Hypnosis.

You will also be provided with the framework and confidence to create, package and sell various coaching programs to your clients through comprehensive sales and marketing training.

Course Structure

To obtain your Diploma of Life Coaching certification, you will be required to undertake a combination of face-to-face and/or online training in conjunction with online and practical coaching assessments.

Face-to-face Elective Course units include:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Face-to-face Coaching Electives	CM001	Coach Mastery	Face-to-Face (2 Days)
	ACM00	Advanced Coach Mastery	Face-to-Face (2 Days)
	NLP003	NLP Practitioner Training with Timeline Technique	Face-to-Face (7 Days)
	HYP002	Certified Hypnosis Training	Face-to-Face (3 Days)
	CMS001	Coach Marketing Summit	Face-to-Face (1 Day)

Online Elective Course units include:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Online
	ACM00	Advanced Coach Mastery	Online
	ICF001	ICF Series	Online
	TSCM001	Coaching Clients with the 12-Step Coaching Model	Online
	GC001	Group Coaching	Online
	CT001	Coach Talk	Online
	HOC001	The Heart of Coaching	Online
	GWW001	Growing What's Within	Online
	ETF001	ETF In Coaching	Online
Advanced Coaching	TQW001	The Quantum World	Online
	LOF001	Law of Attraction	Online
	SC001	Self-Coaching	Online
	MCT001	Matrix Therapies	Online
	MT001	Meditation Training	Online
NLP	NLP001	Introduction to NLP	Online
	NLP002	NLP Practitioner Pre-Course Training	Online
Hypnosis	HYP001	Introduction to Hypnosis	Online
Positive Psychology	PP001	Positive Psychology	Online
	MSC001	Maximizing Strengths in Coaching	Online
	CMWL001	Coaching Meaning & Valued Living	Online
	RC001	Resilience Coaching	Online
	MC001	Mindfulness Coaching	Online
	EIC001	Emotional Intelligence Coaching	Online
	CSA001	Coaching Self-Acceptance	Online
Business Building & Marketing	CMB001	Coaching & Business Mindset	Online
	BOC001	The Business of Coaching	Online
	GOYB001	Get Off Your Butt and Coach	Online
	BM001	Business Mentoring	Online
	HCMP001	How to Create a Membership Program	Online
	OMB001	Online Marketing Blueprint	Online
	AT001	Author Training	Online

Advanced Practitioner of Leadership and Executive Coaching



Pre-Requisites:
None



Delivery Mode:
Blended
(Face-to-Face & Online)



Duration:
Self-paced
(approx. 18 months)

Course Overview

The Advanced Diploma in Leadership & Executive Coaching equips you with the knowledge and skills to lead and manage high performing, dynamic organisations.

Through a combination of face-to-face and online training, you'll learn how to step into an organisation and work with employees or leaders to create effective teams.

On Completion

On completion of the Advanced Diploma in Leadership & Executive Coaching, you will be able to work with groups, organisations or executive teams to improve performance and cultivate excellence.

With a thorough understanding of contemporary executive and leadership challenges, you will be well-positioned to help clients and/or teams:

- Uplevel their leadership skills to be more effective in their roles.
- Build confidence in their strengths through different leadership styles.
- Develop better communication strategies; and
- Help them to manage boundaries effectively.

You will also be provided with the framework and confidence to create, package and sell various coaching programs to your clients through comprehensive sales and marketing training.

Face-to-Face Elective units include:

	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Face-to-Face (2 Days)
	ACM00	Advanced Coach Mastery	Face-to-Face (2 Days)
	HPT001	How to Train a High Performing Team	Face-to-Face (1 Day)
	LCTS002	Leadership Coaching I&2	Face-to-Face (4 days)
	EIT001	How to Train an Emotionally Intelligent Team	Face-to-Face (1 Day)
	DISC001	DISC Profiling Coach Training	Face-to-Face (1 Day)
	NLP003	NLP Practitioner Training with Timeline Technique	Face-to-Face (7 Days)
	HYP002	Certified Hypnosis Training	Face-to-Face (3 Days)
	MBP001	Marketing Blueprint	Face-to-Face (1 Day)

Online Elective units include:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Online
	ACM00	Advanced Coach Mastery	Online
	ICF001	ICF Series	Online
	TSCM001	Coaching Clients with the 12-Step Coaching Model	Online
	GC001	Group Coaching	Online
	CT001	Coach Talk	Online
	HOC001	The Heart of Coaching	Online
	GWV001	Growing What's Within	Online
	ETF001	ETF In Coaching	Online
Advanced Coaching	TQW001	The Quantum World	Online
	LOF001	Law of Attraction	Online
	SC001	Self-Coaching	Online
	MCT001	Matrix Therapies	Online
	MT001	Meditation Training	Online
	HPT001	How to Train a High Performing Team	Online
	LCTS001	Leadership Coaching Training System	Online
	EIT001	How to Train an Emotionally Intelligent Team	Online
	DISC001	DISC Profiling Coach Training	Online
	SBCT001	Strengths Based Coaching Toolkit	Online
	WWC001	Working with Corporate	Online
NLP	NLP001	Introduction to NLP	Online
	NLP002	NLP Practitioner Pre-Course Training	Online
Hypnosis	HYP001	Introduction to Hypnosis	Online
Positive Psychology	PP001	Positive Psychology	Online
	MSC001	Maximising Strengths in Coaching	Online
	CMWL001	Coaching Meaning & Valued Living	Online
	RC001	Resilience Coaching	Online
	MC001	Mindfulness Coaching	Online
	EIC001	Emotional Intelligence Coaching	Online
	CSA001	Coaching Self-Acceptance	Online
	CMB001	Coaching & Business Mindset	Online
	BOC001	The Business of Coaching	Online
	GOYB001	Get Off Your Butt and Coach	Online
	BM001	Business Mentoring	Online
	HCMP001	How to Create a Membership Program	Online
	MKT001	Coach Marketing	Online
	CMS001	Coach Marketing Summit	Face-to-Face (1 Day) OR Online (6.5 hours)
	OMB001	Online Marketing Blueprint	Online
	AT001	Author Training	Online

Advanced Practitioner of Kids, Parents and Relationship Coaching



Pre-Requisites:
None



Delivery Mode:
Blended
(Face-to-Face & Online)



Duration:
Self-paced
(approx. 18 months)

Course Overview

The Advanced Diploma in Kids & Parents Coaching equips you with the knowledge and skills to support all kinds of family units.

Through a combination of face-to-face and online training, you'll learn how to step into a family environment and work with children or parents to navigate a range of life challenges, whether it be at school or home.

In addition to advanced Master NLP training, this course will cover effective communication strategies for parents and delve into hypnosis for children.

On Completion

On completion of Advanced Diploma in Kids & Parents Coaching, you will be able to work with family households, whether it be with children, parents or both, to improve their emotional and mental well-being.

With a thorough understanding of common family challenges, you will be well-positioned to help families:

- Reinforce positive patterns of thought, speech and behaviour.
- Build self-esteem and confidence.
- Communicate more effectively within the household and with peers; and
- Better manage emotions and external pressures

You will also be provided with the framework and confidence to create, package and sell various coaching programs to your clients through comprehensive sales and marketing training.

Course Structure

To obtain your Advanced Diploma in Kids & Parents Coaching certification, you will be required to undertake a combination of face-to-face and/or online training in conjunction with online and practical coaching assessments.

Face-to-face Elective Units include:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Face-to-Face (2 Days)
	ACM00	Advanced Coach Mastery	Face-to-Face (2 Days)
	KC001	Kids Coaching	Face-to-Face (1 Day)
	PC001	Parents Coaching	Face-to-Face (2 Days)
	NLP003	NLP Practitioner Training	Face-to-Face (7 Days)
	HYP002	Certified Hypnosis Training	Face-to-Face (3 Days)
	KYPO01	Kids Hypnosis	Face-to-Face (2 Days)
	REL001	Relationship Coaching	



Advanced Practitioner of Kids, Parents and Relationship Coaching

Online Elective Units include:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Online
	ACM00	Advanced Coach Mastery	Online
	ICF001	ICF Series	Online
	TSCM001	Coaching Clients with the 12-Step Coaching Model	Online
	GC001	Group Coaching	Online
	CT001	Coach Talk	Online
	HOC001	The Heart of Coaching	Online
	GWW001	Growing What's Within	Online
	ETF001	ETF In Coaching	Online
Advanced Coaching	TQW001	The Quantum World	Online
	LOF001	Law of Attraction	Online
	SC001	Self-Coaching	Online
	MCT001	Matrix Therapies	Online
	MT001	Meditation Training	Online
	FOK001	Focus on Kids	Online
	PCBO01	How to Prevent Your Child from Being Bullied	Online
	KM001	Kids Matrix	Online
NLP	NLP001	Introduction to NLP	Online
	NLP002	NLP Practitioner Pre-Course Training	Online
Hypnosis	HYP001	Introduction to Hypnosis	Online
Positive Psychology	PP001	Positive Psychology	Online
	MSC001	Maximising Strengths in Coaching	Online
	CMWL001	Coaching Meaning & Valued Living	Online
	RC001	Resilience Coaching	Online
	MC001	Mindfulness Coaching	Online
	EIC001	Emotional Intelligence Coaching	Online
	CSA001	Coaching Self-Acceptance	Online
Business Building & Marketing	CMB001	Coaching & Business Mindset	Online
	BOC001	The Business of Coaching	Online
	GOYB001	Get Off Your Butt and Coach	Online
	BM001	Business Mentoring	Online
	HCMP001	How to Create a Membership Program	Online
	MKT001	Coach Marketing	Online
	CMS001	Coach Marketing Summit	Face-to-Face (1 Day) OR Online (6.5 hours)
	OMB001	Online Marketing Blueprint	Online
	AT001	Author Training	Online

Master Practitioner of Coaching



Pre-Requisites:
None



Delivery Mode:
Blended
(Face-to-Face & Online)



Duration:
Self-paced
(approx. 24 months)

Course Overview

The Master Practitioner of Coaching utilises a combination of face-to-face and online training to offer the most incredible range of outcome-focused training in Australia.

It encompasses all the courses at The Life Coaching College into one and enables you to work with a range of clients in a range of niches.

Recognised by the International Coaching Federation, the Master Practitioner of Coaching will cover the 12-Step Coaching Model, Master Neuro-Linguistic Programming (NLP), Master Hypnosis and Speakers Training. You will also study popular coaching niches, including Peak Performance Coaching, Relationship Coaching, Leadership & Executive Coaching and Kids & Parents Coaching.

Emerging as a coaching master, you will have all the resources you need to transform your own life, create a sustainable coaching business, and significantly help others.

On Completion

Upon completing the Master Practitioner of Coaching, you will be ready to utilise your coaching skills in both employed and self-employed environments. With the knowledge and skills to help any client, you will have everything you need to build a coaching business that grows with you even as you evolve or change direction. Over the course of 18-24 months, you will learn how to:

- Master the art of powerful questioning and active listening.
- Facilitate change and create elite outcomes in any area of a client's life through advanced NLP techniques.
- Help a client overcome trauma and past patterns that no longer serve them.
- Reframe a client's thoughts and feelings into positive change through Master Hypnosis
- Employ mindset strategies to help clients perform to the best of their abilities.
- Work with various organisations and employees to create high-performing teams.
- Use different tools and techniques to guide both singles and couples towards successful relationships; and
- Engage with families and children to improve their emotional and mental wellbeing.

You will also be provided with the framework and confidence to create, package and sell various coaching programs to your clients through comprehensive sales and marketing training, as well as speakers training.



Master Practitioner of Coaching



Course Structure

To obtain your Master Practitioner of Coaching certification, you will be required to undertake a combination of face-to-face and/or online training in conjunction with online and practical coaching assessments.

Face-to-face Course units include:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Face-to-Face (2 Days) OR Online (16 hours)
	ACM00	Advanced Coach Mastery	Face-to-Face (2 Days) OR Online (16 hours)
	HPT001	How to Train a High Performing Team	Face-to-Face (1 Day)
	DISC001	DISC Profiling Coach Training	Face-to-Face (1 Day)
	EIT001	How to Train an Emotionally Intelligent Team	Face-to-Face (1 Day)
	RC001	Relationship Coaching	Face-to-Face (1 Day)
	KC001	Kids Coaching	Face-to-Face (1 Day)
	PC001	Parents Coaching	Face-to-Face (2 Day)
	NLP003	NLP Practitioner Training	Face-to-Face (7 Days)
	NLP005	Master NLP Practitioner Training	Face-to-Face (9 Days)
	HYP002	Certified Hypnosis Training	Face-to-Face (3 Days)
	KYPO01	Kids Hypnosis	Face-to-Face (2 Days)
	MHYP001	Master Hypnosis for Coaches	Face-to-Face (6 Days)
	CMS001	Coach Marketing Summit	Face-to-Face (1 Day)
	PST001	Public Speakers Training	Face-to-Face (6 Days)



Master Practitioner of Coaching

Online Course units include:

SUBJECT	UNIT CODE	UNIT TITLE	Delivery Mode
Coaching Essentials	CM001	Coach Mastery	Online
	ACM00	Advanced Coach Mastery	Online
	ICF001	ICF Series	Online
	TSCM001	Coaching Clients with the 12-Step Coaching Model	Online
	GC001	Group Coaching	Online
	CT001	Coach Talk	Online
	HOC001	The Heart of Coaching	Online
	GWW001	Growing What's Within	Online
	ETF001	ETF In Coaching	Online
Advanced Coaching	TQW001	The Quantum World	Online
	LOF001	Law of Attraction	Online
	SC001	Self-Coaching	Online
	MCT001	Matrix Therapies	Online
	MT001	Meditation Training	Online
	HPT001	How to Train a High Performing Team	Online
	DISC001	DISC Profiling Coach Training	Online
	SBCT001	Strengths Based Coaching Toolkit	Online
	PP001	Positive Psychology	Online
	MSC001	Maximizing Strengths in Coaching	Online
	CMWL001	Coaching Meaning & Valued Living	Online
	RC001	Resilience Coaching	Online
	MC001	Mindfulness Coaching	Online
	EIC001	Emotional Intelligence Coaching	Online
	CSA001	Coaching Self-Acceptance	Online
	CWSP001	Coach to Win Sport Psychology Program	Online
	LCTS001	Leadership Coaching Training System	Online
	EIT001	How to Train an Emotionally Intelligent Team	Online
	WWC001	Working with Corporate	Online
	RC001	Relationship Coaching	Online
	FOK001	Focus on Kids	Online
	PCBOO1	How to Prevent Your Child from Being Bullied	Online
	KM001	Kids Matrix	Online
NLP	NLP001	Introduction to NLP	Online
	NLP002	NLP Practitioner Pre-Course Training	Online
	NLP004	Master Practitioner NLP Pre-Course Training	Online
Hypnosis	HYP001	Introduction to Hypnosis	Online

FREQUENTLY ASKED QUESTIONS



1. How long does it take to complete a coaching course?

At The Life Coaching College, our courses vary in completion time from three to twenty-four months, depending on how advanced you'd like to take your coaching. Based on your current life, all courses are self-paced, so you can move through your theory and practical assessments as fast or as slow as you like!

2. What professional recognition will I receive from completing a coaching course at The Life Coaching College?

The Diploma of Life Coaching ICF course at the Life Coaching College is accredited by the ICF Coach Federation (ICF) through the Level 2 Education Training Program. This means that if you complete this course with us, you will be able to sit the ICF online assessment for your ACC exam.

3. What is the pricing of your courses?

At The Life Coaching College, we have a wide variety of coaching courses ranging from \$6,000 to \$25,000, depending on how advanced you'd like to take your coaching. Our most popular course, the Diploma of Life Coaching, is \$12,000 to complete and includes 15-days of face-to-face training and 400+ hours of online learning. In addition, we offer interest-free student payment plan so you can study and start earning money as a coach whilst paying off your course.

4. Do you offer payment plans?

At The Life Coaching College, you can pay for your life coaching course over a 100-week interest-free payment plan. This means that you can start studying now and working as a coach without breaking the bank.

5. Do you offer online coaching courses?

If you are looking for an online coaching course, our Practitioner of Life Coaching is a fantastic entryway into the world of coaching. It is a short online course designed to provide you with the foundations of becoming a successful coach and attracting your first clients. You can even achieve the Diploma of Coaching completely online if you choose to.

6. Can I study to become a coach whilst working full-time?

Yes, absolutely you can! At The Life Coaching College, our blended learning experience allows you to study around your work and life commitments. In fact, most of our students are working full-time! Our online training will enable you to learn wherever and whenever you like, and most of our face-to-face training takes place over weekends. So, if you're already working part-time or full-time, you don't need to put everything on hold while you study with us.



7. Can I start my coaching business while I study?

Yes! Our courses have been created in a way that gets you out of coaching as quickly as possible based on your circumstances. Don't worry, we will be there to support you the whole time.

8. Where can I view your face-to-face training dates?

If you would like to see a list of our upcoming face-to-face training dates for your preferred state, please contact us on 1800 424 556 or email support@thelifecoachingcollege.com.au.

9. Where are your training locations?

All face-to-face training takes place within our training venues in either Melbourne, Sydney, Brisbane or Perth. As a student, you will attend the training venue that is in your state. All training venues can be found at <https://thelifecoachingcollege.com.au/contact/>

10. I am not sure what course to study, does this matter?

We are always available to discuss your goals and needs to decide what course is best suited for you. For example, many students will start with the Diploma of Life Coaching course before upgrading to the Master Practitioner of Life Coaching. Please note when upgrading, you will only need to pay the difference between the two courses.

11. Where can I enrol?

You can enroll at any time online by going to <https://thelifecoachingcollege.com.au/enrol/> or calling 1800 424 566. Once you have enrolled, you will get automatic access to your online learning portal and your face-to-face training dates will be scheduled.



"I love the environment of The Life Coaching College, and when we are together there is a feeling of being lifted up. The energy is just incredible."

– Fred Panise
President ICF Victoria

STUDENT SUCCESS STORIES



**Mark
Hamawi**

“I have grown my coaching business to earn \$200,000 a year.”

Perhaps you are wondering whether coaching is a financially viable career path? Enter Mark Hamawi, executive coach, graduate of The Life Coaching College, and living proof that determination and effort can reap rewards.

In the first 10 months of setting up his business, Mark earned \$100,000 and is now routinely earning double that amount each year through his two coaching streams, Leader House and Hypno Hut.

“You can be making \$100,000 a year as long as you put into practice what you learn and stay focused and disciplined,” says Mark, who is based on the Gold Coast.

“If you have got discipline everything flows from that.”

Like many graduates of The Life Coaching College, Mark discovered coaching after a successful career in another industry, in his case as a former CPA accountant.

In 2017, he retired and sold his accounting firm, having spent the past four decades working long hours and doing “the hard yards”.

“I also really felt that I wasn’t spending enough time with my kids and at that point they were 11 and 8 years old,” he says.

“I used to spend a lot of time advising clients and building up rapport with them, and the feedback I received was that I was a lot more than an accountant.

The career transition to business and executive coach was far from smooth, however, as around the same time Mark lost his father, his sister and his dog. Understandably, he suffered a period of grief-related depression and anxiety.

“There was quite a bit of grief,” he says.

“My sister was only six years older than me and when you lose people who mean a lot in your life, then all of a sudden you re-evaluate your priorities.”

Mark worked with a counsellor to re-connect with a sense of purpose, which is what led him to study his Master Practitioner of Coaching at The Life Coaching College.

“I narrowed my options down to three, but I chose the college because the staff I spoke to were able to answer my questions clearly and precisely,” he says.

“The college was also very clear on what skills and capabilities I would have, and what tools I would acquire in order to become a coach and run coaching sessions.”

The close community of fellow student coaches also helped Mark emerge from his depression and anxiety.

“I’m not a fluffy person by nature, but I loved being part of the community and it allowed me to let go of the corporate walls that I had built up,” he says.

In particular, Mark credits the quality of the face-to-face training at the College as a real game-changer.

“In-person training is a great way to learn, and it makes it more dynamic,” he says.

“Being in a room with other people shifts something inside of you.”

It has only been a few short years since he graduated, but Mark’s training and coaching business, Leader House, has helped scores of executives build their leadership capabilities and foster high-performing teams.

In particular, Mark enjoys helping Gold Coast businesses stay the course.

“The glue between creating a business that starts and goes well early on and a business that endures in the long-term, is leadership,” he says.

“A leadership mindset allows you to see solutions everywhere, to engage, to have an amazing, quality team around you and to attract, high-quality clients.”

Mark’s second business, Hypno Hut, is located in Mermaid Waters and treats PTSD, weight issues, stress and anxiety through his hypnotherapy expertise.

STUDENT SUCCESS STORIES

He has served close to 200 people at the Hypno Hut in the past 12 months and is considering expanding the business into a franchise.

"I can't help but imagine what it would be like if we had a Hypno Hut in every suburb," he says.

"How many people could we help? How much could we improve the rates of obesity, anxiety, depression, gambling, smoking, and addictions that Australians suffer from?"

"I feel like the Hypno Hut could really shift community wellness."

Although he is no longer a student, Mark still feels very much a part of the fabric of the college.

"I have paid my fees but we all still just keep receiving because we're in the community and our membership is forever," he says.

"The college is always putting resources and courses online for us and they just keep giving."

Mark says the college's support during COVID-19 was especially appreciated.

"They worked really hard during to keep everyone in a positive frame of mind," Mark says.

"The college over delivers on expectations, and that's very rare nowadays. There is a lot of heart there."



**Matilda
Wand**

"I used to wonder: is this all there is to life?"

Matilda Wand had a new home, a good job in mining that paid handsomely, and a handsome fiancé. Yet, she still found herself wondering if there was more to life, if there was something else, she was meant to do, if this was it?

"I got to this point where I was in this brand-new kitchen in my brand-new home and looking around, wondering, 'Is this the thing that's meant to make me happy?' "She recalls of that period a decade ago.

"I remember just crying in the car by the side of the road one day because I didn't know what to do next."

The realization that she was trapped in the wrong life hit her hard. When she was 17, Matilda had witnessed her boyfriend commit suicide, which had led to years of trauma, her own suicide attempts and risky behavior with drugs and alcohol.

Now, at 21, she was back on the straight and narrow, building a new life and making her parents proud. She was no longer filled with self-loathing. She no longer looked in the mirror and told herself she was fat and ugly. So why didn't she feel happy?

"I just realised that while I had stopped doing the wrong things, the life I had created actually wasn't the life that I wanted," says Matilda, who is based in Newcastle.

"So, then I had another breakthrough, and I decided if I wanted to change, I would make a change."

And change she did. Matilda broke up her relationship, bought a Harley Davidson motorbike, and moved house. She switched careers, too, becoming a firefighter, while embarking on seven years of growth and change. She represented Australia in the 2017 IFAF Women's Gridiron World Championship in British Columbia and became the Leader of The Litas Newcastle, a group of moto-obsessed women.

She threw herself into personal development, devouring self-help books and biographies of people who have overcome great adversity.

By 2017, when Matilda was 28, she was ready to become a life coach.

"I was at a really good point in my life where I realised, I had overcome so much that I started to look into the Life Coaching College and after one phone call with staff, I signed up on that day," she says.

Matilda was attracted to the College because it gave her a chance to contribute to something "outside of herself".

"While it was great for my own personal growth to become a coach, I didn't understand at the time the ripple effect coaching would have on so many people's lives," she says.

Matilda completed her Master Practitioner of Coaching through The Life Coaching College's Sydney offices, where the sincerity and knowledge of the trainers left a lasting impression.

"Watching them teach, you could tell that they actually live the life they were speaking about, they practiced what they were teaching," she says.

"I remember watching them and thinking, 'That will be me one day'."

That 'one day' has arrived, with Matilda's coaching business well and truly taking off. She offers corporate coaching, as well as personal, one-on-one coaching packages through her Freedom is Within business, priced between \$1500 and \$9000.

Her personal life, too, is on solid ground: Matilda is happily married and meditates daily. After many years of struggling to overcome personal setbacks, she is finally in the right life, and right where she is meant to be.

"One of the reasons I encourage people to invest in coaching — whether it's life coaching for themselves or completing a coaching course — is because they can reap the benefits in such a short amount of time," she says.

"You can really make these transformational changes in your life really quickly, rather than just going around in circles for seven years like I did."



**Jim
Cocks**

"I landed a \$4000 coaching contract just a few days into my studies."

Jim Cocks knew he was on the right path in life when he landed a \$4000 coaching contract just a few days into his studies at The Life Coaching College.

"I had a contact who asked me to help coach his team on leadership and communication," Jim says.

"So, I was flown up to Sydney, and I ran a workshop that paid for the first quarter of my course. Things just kind of grew from there."

Jim had not expected to see results so quickly. He had recently signed up as an Uber driver to help pay his tuition fees for his Master Practitioner of Coaching course, after turning his back on the corporate world to launch himself headfirst into The Life Coaching College.

"From the get-go, there was just something about the College that resonated with me, and I think in addition to the community feel, it was the breadth of the course work," he says.

"It was that block learning that appealed: you learn a subject, you gain a certificate, and then you move on to the next subject, which means that pretty much from your first week of training you can start a coaching business."

Which is exactly what Jim has done.

Jim's business, Clear Edge Coaching, helps other coaches and business owners improve their market offering with his signature 12-week 'Level Up' program.

He has close to 40 full-time clients and has recently contributed to volume four of Jim Britt's best-selling series, *Cracking the Rich Code*, which has been endorsed by famed US coach Tony Robbins.

Jim earns triple the amount compared to his previous sales and marketing roles, all while working fewer hours. However, while he enjoys the earning power of coaching, he has also come to re-define what rich means.

"I think that 'rich' comes in many different shapes and forms," he says.

"For me, I get a lot of energy from helping other people, and that's richness for me as I don't want other people to go through what I went through to get to where I am now."

Like many people who fall in love with coaching, Jim had to first experience the "wrong" career path in order to find the "right" one.

A trained dancer, he studied for a Bachelor of Arts in musical theatre and spent the early part of his career as an international performer for Disney and Warner Brothers' theme parks.

The work took a toll on his body, and eventually Jim moved to Sydney and studied for his Master of Arts Management (MBA), before transitioning into a series of corporate roles for fitness and leisure centers.

But the desk-bound work was far from satisfying. At one point, Jim was overseeing 850 staff across a range of sites, and he rarely took time off.

"I was used to having this freedom as a former dancer and travelling the world," he says.

Then came the moment in 2017 that changed everything.

"I had just completed a massive project that my boss had asked for, but I was then told that I had to start over again and I had three days to do it, and it was probably about four weeks' worth of work," he recalls.

"I walked out of the office, and I called my dad crying and said, 'Look, I'm going to quit my job today'."

Jim's supportive Melbourne-based parents travelled to Sydney, picked him up and took their son home.

"I realised the salary that I had been aiming for my whole life involved being chained to my desk and feeling incredibly burnt out and I was becoming quite self-destructive in my personal life, with lots of partying and drug use," he says.

"I spent the next six months in bed and watching Netflix."

Jim, of course, recovered and found his calling at The Life Coaching College, where he now also runs mentoring classes to keep other coaches accountable and to help them to put ideas for their business into practice.

"I have 15 years' experience in sales and marketing and so it made sense to put it to use," he says.

The mentor role has also allowed him to work closely with like-minded colleagues, while forcing him to hone his own skills.

"Listening is so important, and I think the hardest thing for me to learn in the beginning was to shut up," Jim says with a laugh.

"But coaching is not about giving advice it is about helping other people discover what they want to do."



**Becky
English**

"A lot of the pieces just came together."

When Becky English was 24 years old, the unimaginable happened. Her mother died suddenly from a pulmonary embolism and Becky stepped in to help look after her half-brother and two half-sisters, aged eight, four and three.

"I also became a legal guardian for my eight-year-old half-sister as her father had passed away nine months before her mum," says Becky who grew up in Winchester, in England.

"They were brilliant with how they dealt with the grief, but from my own perspective, I think I bottled it up for many years."

Becky went on to establish a successful career as an account manager in the UK, working long hours and constantly travelling, before realising she was "doing more for the company than for myself".

"I was told by my manager that I was too nice and that I had to toughen up," she says.

"I remember thinking that I can't do that because that's who I am and that's the human connection that I build with clients.

Becky decided it was time to take charge of her life and so she and her husband packed up their things and moved from the UK to Sydney, where she started working in recruitment and eventually settled in Brisbane.

While Becky enjoyed the work and the personal satisfaction that came with directly helping people, she wanted a career that was more in line with her passions.



“Literally, the day I was thinking that I didn’t know what I should do with my life, I got a call from The Life Coaching College informing me about an Open Day they had coming up and I thought, ‘put me down’,” she says.

“It was like the universe was speaking to me.”

Becky’s experience at The Life Coaching College’s Open Day confirmed her instincts.

“I felt as if I was putting a lot of the pieces together,” she says.

“I felt that I could finally name what I wanted to be.”

Becky signed up for the Master Practitioner of Coaching, where — much to her surprise — she fell in love with hypnosis.

“I did the first three-day course and just thought, ‘wow’,” she says.

“I contacted the College afterwards and asked to get on the advanced course in two weeks because I couldn’t wait a year to do it again.”

Becky has started her own coaching practice, which is built around the power of hypnosis. She calls herself a hypno-coach and collaborates with women who want to improve their body confidence and overcome negative self-talk and mental blocks that stop them from losing weight.

“I love hypnosis because of how powerful it can be,” Becky says.

“There is that moment when a client comes out of hypnosis and they are saying, ‘wow’ or they are reduced to tears because there’s a release going on.

“You feel amazing that you could make them feel like that.”

Becky also credits the College trainers with giving her the confidence and the tools to start her own coaching business.

“I love the fact that you are given so many materials through the course so when your first box arrives, you’ve got workbooks, you’ve got scripts if you need them, and you have all the tools to go out there and coach,” she says.

“I also love the fact that it’s built around face-to-face training because it means you are meeting those like-minded souls and making very good friends and everybody’s so supportive of each other.”

The College’s modules have also given Becky a chance to address her own grief following the death of her mum.

“I bottled it up because I was trying to be strong for the kids, but whenever I thought about mum, I’d always get really teary,” she says.

“But during the NLP course at the College, I was able to really work through that.”

After her mum’s death, Becky embraced her spiritual side and committed herself more fully to “living life as a free spirit”.

“You can’t hold those grudges against somebody because they may not be around the next day,” she says.

“So, for me it is always about looking on the bright side of life and always taking that positive approach



The team at TLCC bring a genuine concern and caring for the students, and they’re really setting you up with the tools to go forth and succeed.”

– Amy Duncan